

Town of Blowing Rock

Tourism Development Authority

Minutes – July 23, 2004

The Town of Blowing Rock Tourism Development Authority met on Friday, July 23, 2004 at 8:00 a.m. in a special meeting. Present were Chairperson Bernard Keele, Vice-Chairperson Kent Tarbutton, Authority members Keith Tester, Lynn Drury, and Phil Pickett, and Ex-officio member Scott Hildebran. Ex-officio member Barbara Beach was absent. (Sonya Long was present in absence of Member Beach).

Call to Order

Chairperson Keele called the special meeting to order and welcomed the Authority members.

He commended Member Pickett for his landscape assistance on the Welcome Sign at Tanger. Chairperson Keele also advised the Authority that he would send get well wishes from the Authority to Ex-officio Member Barbara Beach.

Selection of Advertisement Agency

Chairperson Keele requested that Member Drury update the Authority on the selection status of an ad agency. Member Drury provided the Authority with a proposed Scope of Work for discussion (**Attachment # 1**).

She recommended that Crown Communications (of Charlotte, NC) be retained to provide planning and execution of a marketing communications and branding program for the Authority. She provided the Authority with a proposed Service Agreement with Crown Communications for consideration (**Attachment # 2**). The total budget will not exceed \$200,000, which is all-inclusive and includes items such as consulting, web site development, media, printing, photography, etc.

Motion by Vice-Chair Tarbutton and seconded by Member Pickett to approve the Service Agreement with Crown Communications as presented with a budget not to exceed \$200,000. Motion unanimously approved.

Member Tester recommended that Finance Officer Barbara Beach and/or Secretary Scott Hildebran prepare an updated Year-to-Date budget in order to reflect current appropriations by spending category. Member Hildebran stated that one would be provided at the August regular meeting. Member Drury advised that she would be in consultation with Member Hildebran to appropriately categorize the projected expenditures of Crown Communications.

Vice-Chair Kent Tarbutton reviewed with the Authority a draft of the tourism market survey prepared by Appalachian State University (**Attachment # 3**). He stated that survey would be ready for distribution in the near future utilizing local boy scouts.

TDA Strategic Plan

Chairperson Keele informed the Authority that Member Tester had prepared a draft Tourism Authority Strategic Plan, which outlines the mission and priorities of the TDA, for review (**Attachment # 4**). He reminded the

Authority that the development of a strategic plan was one of the key recommendations suggested by Consultant Beth Cardin.

Member Tester stated that the plan was only a draft and should be reviewed thoroughly by each member. Chairperson Keele thanked Member Tester for his efforts.

Vice-Chair Tarbutton provided the Authority with a handout of some various long-term strategic planning goals (**Attachment # 5**). After some discussion, the Authority by consensus agreed to review the documents and further discuss the draft Strategic Plan at the proposed special meeting on Monday, July 26, 2004.

Chairperson Keele stated that once the Strategic Plan is adopted that a copy be available to all Blowing Rock businesses in order to update everyone on the Tourism Development Authority.

Special Meeting

Motion by Vice-Chair Tarbutton and seconded by Member Drury to hold a Special Meeting on Monday, July 26, 2004 at 8:00 a.m. to meet with the Blowing Rock Historical Society and discuss on-going tourism efforts. Motion unanimously approved.

Chairperson Keele reminded the Authority to have their list of Visitor Center space need items ready for discussion with the Blowing Historical Society.

Other

Member Pickett asked if the Chamber had appointed their representatives to the TDA Event Review Committee. Chamber Executive Charles Hardin advised that the Chamber has a standing committee and is ready to proceed. Chairperson Keele asked Ex-officio Member Hildebran to follow-up with the Town Planning Board regarding their appointment.

Chairperson Keele asked Chamber Executive Director Charles Hardin if the Visitors Center could be open on Sunday afternoons. Mr. Hardin stated that it was a possibility. Member Drury suggested that volunteers might be able to provide staffing to minimize any increased costs.

Adjourn

Motion by Vice-Chair Tarbutton and seconded by Member Pickett to adjourn the meeting. Motion unanimously approved. Chairperson Keele adjourned the meeting at 8:30 a.m.

Bernard Keele, Chairperson

Scott E. Hildebran, Secretary

ATTACHMENTS

#1 Advertisement Agency - Scope of Work

#2 Services Agreement – Crown Communications

#3 Draft Tourism Marketing Survey

#4 Draft Tourism Authority Strategic Plan

#5 Long-term Strategic Planning Goals